



MONTHLY BULLETIN, MICHIGAN SOCIETY OF ARCHITECTS • Sept. 1959 • 50c



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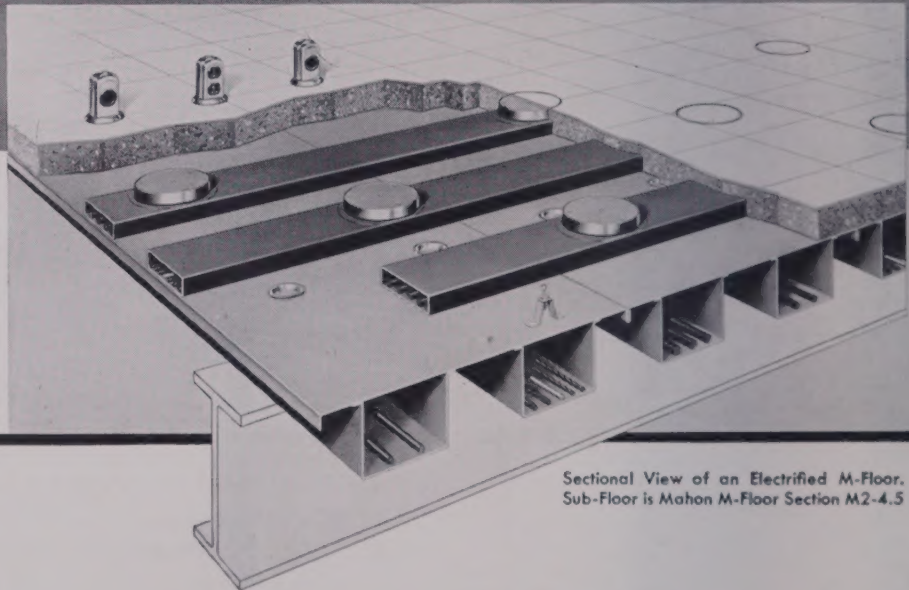
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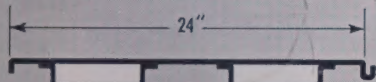
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Sub-Floor is Mahon M-Floor Section M2-4.5

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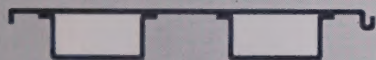
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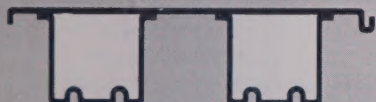
SECTION M2-1.5
CEL-BEAM DEPTH 1½"



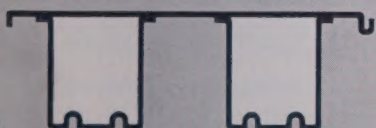
SECTION M2-3
CEL-BEAM DEPTH 3"



SECTION M2-4.5
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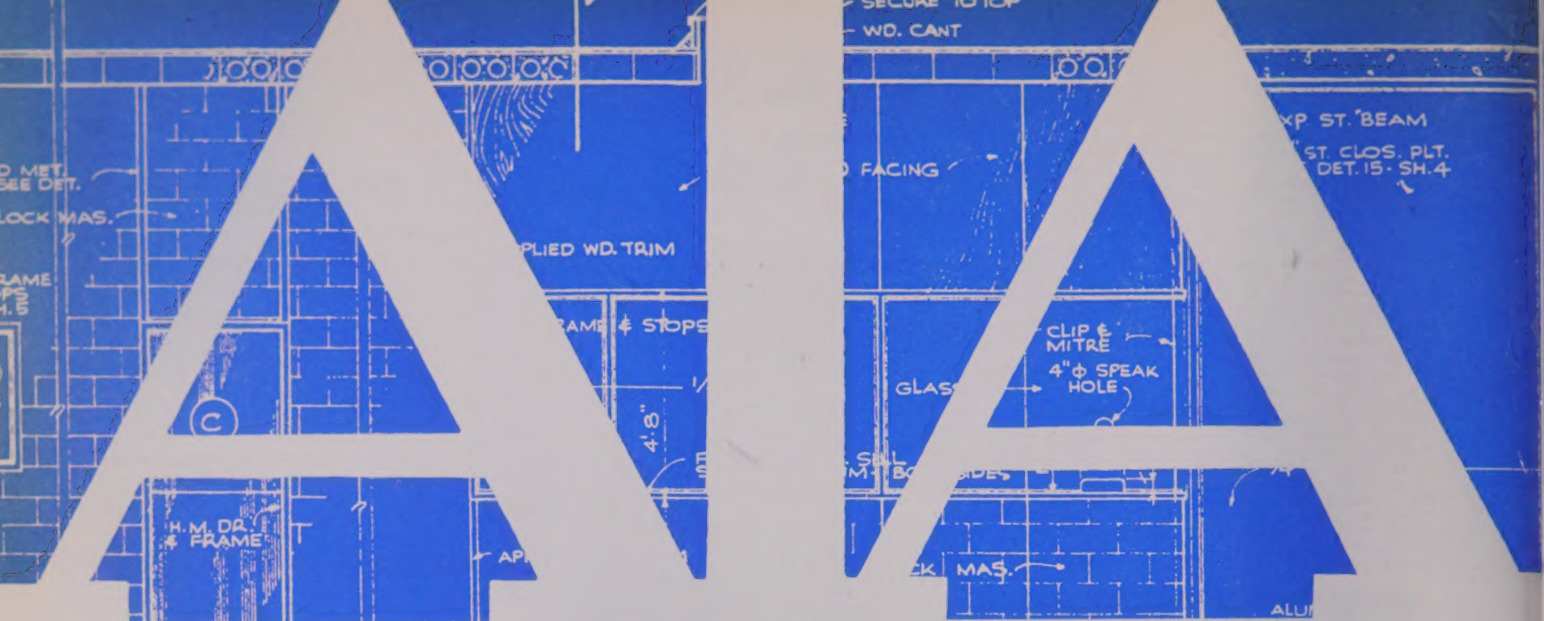
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SPECIAL ISSUES	Issuance		Closing	
	Date		Date	
Annual Convention Issue	Mar. 1		Feb. 1	
Annual MSA Roster (Alphabetical)	June 1		May 1	
Annual Mackinac Mid-summer Conference Issue	Aug. 1		July 1	
Public Officials Issue	Nov. 1		Oct. 1	
Annual MSA Roster (Geographical)	Dec. 1		Nov. 1	

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Official Publication, National Council of Architectural Registration Boards



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INTERIM REPORT

To Membership of Council Member Boards, From Walter F. Martens, FAIA, President, National Council of Architectural Registration Boards, July 20, 1959.

The purpose of this report is to summarize briefly the activities of the Thirty-Eighth Annual Convention of the National Council of Architectural Registration Boards held on June 20 and 21 in the New Hotel Monteleone, New Orleans. To those of you who attended the Convention this Report may revive pleasant memories; to those not present, it may serve as an incentive to attend our next year's Convention in San Francisco.

In due time the entire Convention proceedings as recorded by our stenotypist, including reports, resolutions, etc., will be prepared in printed form for distribution to all members of Member Boards.

As had been initiated during some of our previous conventions, the Pre-Convention Registration and Get-Acquainted Session on Friday evening the 19th was again most enjoyable. The Queen Anne Room served as an attractive setting for the party, sponsored by the Aluminum Company of America, with so many delegates and ladies in attendance. This same room admirably served for all the subsequent business sessions of the Convention.

Ralph Kempton's Committee on Exhibits with the help of our Executive Director had early completed its work, so that by Friday afternoon everything was

in readiness for the convention. Particularly active in this work was Earl L. Mathes of the Louisiana Board, who had also previously put in so much time in making arrangements with the hotel management, the luncheon speaker, etc.

In attendance for the Convention were eighty delegates from thirty-eight member Boards, compared with eighty-five delegates from forty-two member Boards at Cleveland. In addition many ladies attended Convention sessions, luncheon and banquet. Among the delegates and guests were five past presidents of the N.C.A.R.B., namely Solis Seiferth, Warren D. Miller, Roger C. Kirchoff, Fred L. Markham and Edgar H. Berners and one of the past presidents of the A.I.A., Glenn Stanton.

Greetings were graciously extended the Convention by Earl L. Mathes representing the Louisiana Board and by Solis Seiferth as past president of the Council and as president of the New Orleans Chapter, A.I.A.

As the Convention theme had been announced as "THE COUNCIL ADVANCES," the President's Annual Report emphasized five areas in which advances had been made, as implemented by our new Constitution and By-Laws and by resolutions adopted at Cleveland. Briefly these advances were, (1) the new base of officers and directors, (2) the new structure of standing committees, (3) employment of a full-time Executive Director, (4) new Council Headquarters in Oklahoma City and (5) the beginning of a public relations program by means of INTERIM REPORTS to all members of member Boards. However, as was pointed out, there remain still many other areas to challenge Council progress and services.

In the annual reports of Secretary Mott and Treasurer Brenner and in the reports of the various Standing Committees, past progress and new goals were further emphasized.

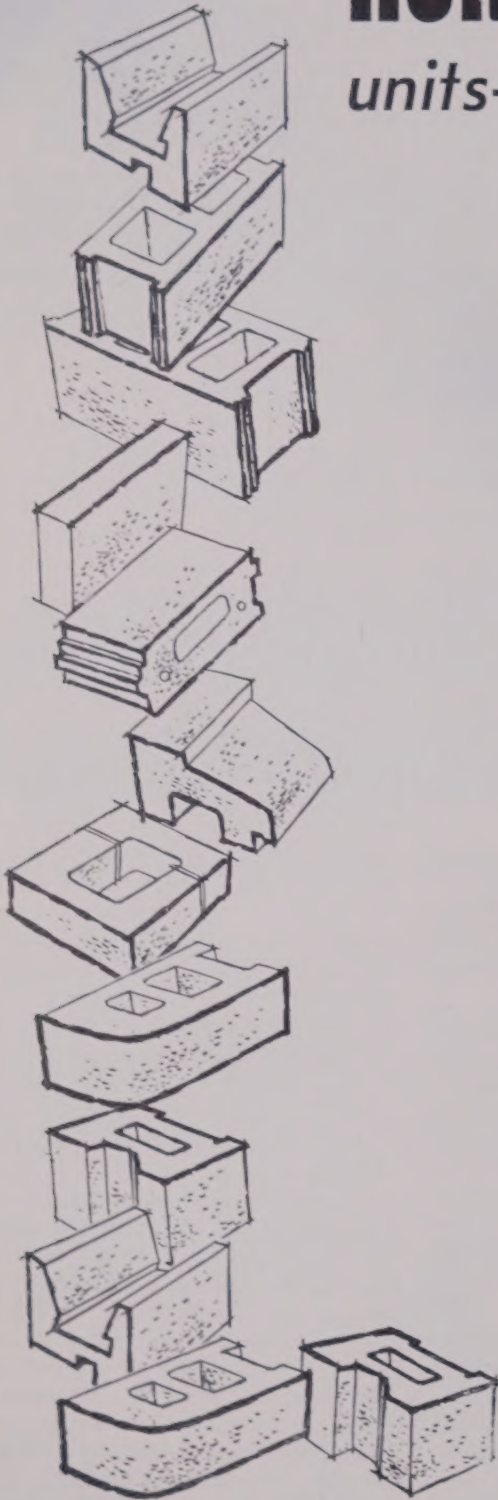
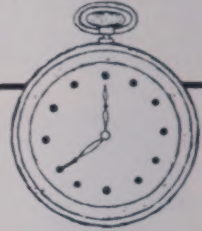
The Examinations Committee, in three Separate one-hour periods under the Chairmanship of Fred L. Markham, ably presented three phases of examinations, namely Oral Examinations, Mechanical Equipment of Buildings and the Objective Type of Examinations. Various members of this Committee conducted the separate periods. The matter of the objective type examination evoked spirited and constructive discussion and as a result this subject will be given further study during the August meeting of the Directors.

The Committee on Finance, through its Chairman Donald Q. Faragher, recommended diversification of Council investments and the employment of an investment counsellor. A motion to that effect was adopted by the Convention and proper steps are being taken by the Board of Directors to carry out the wishes of the Council.

The Committee on Documents, through its Chairman Yandell Johnson, proposed certain minor changes in Circular of Advice No. 3-53 and No. 7-57 and the consolidation of them into one new Circular of Advice. Upon motion, this proposal was adopted by the Convention. No changes in provisions were contemplated.

A resolution presented by the Council Board of Directors, calling for discontinuance of the Society of Architectural Examiners as a separate organization and carrying out the Society functions through a standing committee of the Council, was unanimously adopted by the Convention. The Board of Directors during its organization meeting immediately at the close of Convention styled this new Committee "COMMITTEE ON ARRANGEMENTS" and appointed its three members which are to be announced upon acceptance. It was the sense of the resolution that through a Committee the annual luncheons and banquets may still be as enjoyable as at previous Conventions, but without the

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confusion and misunderstandings formerly caused by two separate sets of officers.

Convention committees were appointed as follows: Resolutions Committee, Charles G. Rummel (Ill.), Chairman; Howard L. Blanchard (Kansas) and Alex B. Mahood (W. Va.). The Nominating Committee was named as Howard G. Hall (Md.), Chairman; E. L. Malvaney (Miss.) and Frederick H. Porter (Wyo.).

Presiding officers at Convention sessions were as follows: Saturday morning, President Martens; Saturday afternoon, 1st V.P. Melander; Sunday morning, 2nd V.P. Cohagen and Sunday afternoon, Director Drake. For the informal State Level Discussion, Director Paderewski presided and a large attendance participated in discussing a variety of problems. Possibly such discussions should again be scheduled during one of the regular convention sessions.

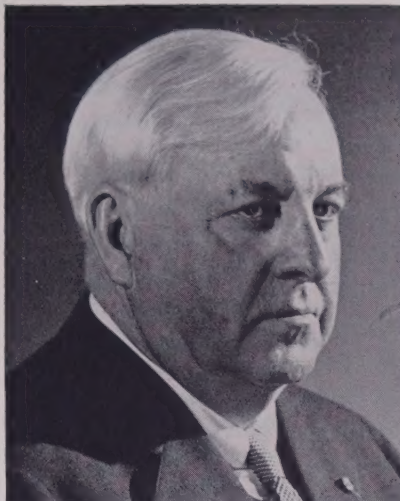
Not scheduled on the printed convention program, but allotted time as the Convention proceeded was a review of the Institute's Architects-in-Training Program presented by Walter A. Taylor, Director of Education and Research and Dean Sargent of Syracuse University, a report on National Architectural Accrediting Board by Hari Van Hoefen, President, and a review by Senator McCawley of Missouri as to legal assistance offered the Oregon Board by the N.C.A.R.B. in a recent case. These three presentations were of considerable interest to the delegates and were well received.

All officers and directors of the Council were re-elected for another one-year term. Immediately at close of the Convention the Board of Directors held its organization meeting at which time all committee appointments were made; announcement of committees to be withheld until all members have accepted their various appointments. The fall meeting of the Board has been scheduled for August 21 and 22 in Duluth.

The annual luncheon and banquet were most enjoyable features of the Convention, with large attendance of delegates and ladies, excellent menus and enjoyable programs. Doyle L. Harvey, President of the Society of Architectural Examiners graciously presided at both functions.

In closing this Interim Report it seems fitting to note the efficient manner in which our Executive Director, James H. Sadler, served in many varied details of Convention responsibilities. His gracious and pleasant manner, his alertness to and prompt discharge of every detail have won for him the esteem and praise of all convention delegates and guests.

Two Past Presidents of AIA

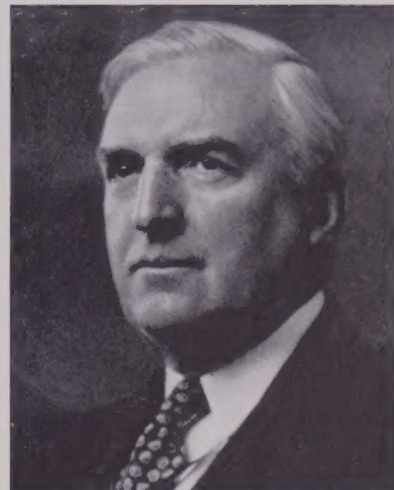


RALPH WALKER, FAIA, announces his withdrawal as a member of the New York firm of Voorhees, Walker, Smith, Smith & Haines, Architects. Mr. Walker is internationally renowned within and without the profession. To many he is a distinguished and familiar figure.

Citations of honor, governmental decorations and other hallmarks of recognition of which he has been recipient is a long list indeed, that crowns the efforts of a brilliant and highly purposeful career. A few of the donors are: Fellow and first Chancellor, College of Fellows, The American Institute of Architects; National Institute of Arts and Letters; Academician, National Academy of Design; Fellow, Pierpont Morgan Library; Centennial Medal of Honor, AIA; Fellow, International Institute of Arts and Letters; Chevalier, Legion of Honor of France; Officer, Order of the Crown, Belgium. Mr. Walker has served as President of The American Institute of Architects. During his term of office as President of the AIA, he instituted and served on the Commission for the Survey of Architectural Education and Registration, which prepared the distinguished, two-volume report, "The Architect at Mid-Century."

Mr. Walker has served on many Presidential Advisory Committees, UNESCO delegations, in addition to participation on important trusteeships, directorships, and in professional memberships. Recently, President Eisenhower appointed him to membership of the Fine Arts Commission.

Architect, author and scholar, Ralph Walker, together with his distinguished colleague Stephen F. Voorhees, represent the strength, the integrity and the citizenship that the architectural profession has and continues to contribute to the vitality of our nation.



STEPHEN F. VOORHEES, FAIA, senior partner in the VWSS&H firm, also announces his withdrawal as an active partner of the firm. He will continue to serve as consultant. He had been associated with the firm for 57 years, spanning almost six decades of distinguished professional service.

Educated at Princeton University (Class of 1900), he joined the staff of Eidlitz and McKenzie, later to become known as McKenzie, Voorhees & Gmelin upon his admission to partnership in 1910. With his associates and partners who subsequently joined the firm, Voorhees molded the architectural practice to international pre-eminence.

Mr. Voorhees has received many professional honors, in addition to three honorary doctorates from Princeton, RPI, and New York University, respectively. Highlights of his public and professional service extend from Presidency of The American Institute of Architects, Chairmanship of the Board of Design of the New York World's Fair, and Presidency of the New York Building Congress, to trusteeships at Princeton, Stevens Institute of Technology and the Metropolitan Museum of Art, as well as other important directorships and professional memberships. Among his firm's achievements have been some of the nation's outstanding buildings. To name only three which have stood the test of time: the New York Times Tower in Times Square (1902); the New York Telephone Headquarters Building (1926); and the One Wall Street Building of the Irving Trust Co. (1931). The firm's projects, large and small, over the years number approximately 5,000. The firm is well known for specific scientific services—385 for the New York Telephone Co. alone, 155 for New Jersey Bell.

ARCHITECTURAL TRENDS, Part Two

By Jan Reiner

This is the second of a series of articles by Architect Jan Reiner, formerly of Boston, who is now practicing architecture in New Port Richey, Fla. A graduate of Harvard University and a recipient of an AIA fellowship, Reiner spent two years as a student with Le Corbusier in Paris and another two years with Ove Bank in Oslo. He practiced architecture in California and Massachusetts before going to Florida last year.

Architecture has always been "Modern" because the architect has always used new ways of living. That is why architectural styles change. There are many definitions of architecture, of course. These range from Schlegel's "Frozen Music" to the "99 per cent business and 1 per cent art" of the late architect Kahn of Detroit, but no matter what the wording, architecture is always made up of three basic components: a people, a location, and a specific era.

Architecture is like a sociological "mirror" reflecting a civilization—past or present. In this mirror one can see the progress of man's mastery over nature (science and technology) as well as the progress of his relation to men (from slavery to organized labor, and from property rights to human rights). This architectural mirror, then, can be a pyramid or a church, a palace or a housing development, a blueprint for a home or a master plan for a city. An architectural glance into the past will illustrate how this "mirror" is always changing—always "modern".

Some 5,000 years ago, in the Nile River valley, the classless barbarian society which had lived there for a long time began to transform itself into a class society—the Egyptian Empire.

This gradual change was induced by a series of technical discoveries such as the ability to cultivate edible plants, flood control, and domestication of wild animals. These in turn led to social changes consisting of the establishment of a new segment of the population who did not have to work for a living—a segment consisting of the royal court with its priesthood, administrators and army. This new part of the population was supported by the agricultural surpluses produced by subjugated tribes and military captives.

Thus, the prototype of modern society came into being, with its division of labor and wealth, and with it came the origin of cities as we know them today.

Egyptian architecture, totally in the

service of the Pharaoh, the god-king, reflected the beliefs and philosophies of the court. The pyramid was a monument to the belief in immortality. To the pharaoh, the pyramid must have been a guarantee—or at least a psychological symbol—of his immortality in the midst of unexplained fears concerning the little known world.

The form of the pyramid was probably not invented by the Egyptians; most likely they were familiar with the pyramidal burial mounds of the peoples who had preceded them in North Africa. But what the Egyptians developed was the size and splendor of the pyramid. To make a comparison: the height of the famous Cheops pyramid equals a 50-story building.

The Egyptian architect-builder used a simple and bold design; his buildings were brightly painted abstract compositions assembled on the red desert and silhouetted against the blue sky. In that day, art and architecture must have inspired in the ruling class a feeling of their own splendor and might, while at the same time it became a frightening and awe-inspiring symbol for the slaves and military captives. And that was what made architecture "modern" in those days.

Greek art and architecture reveal a new interpretation of the world, bespeaking the freedom of man and his joy in life. Greek art—the temple in particular—was designed to create a democratic environment in which the Greek citizen was closer to his gods.

Whereas the Egyptian temple was a kingly monument mysteriously separated from the people by high walls, the Greek temple was a public monument—a sort of a modern community center—attracting the people into its beautiful colonades. The size and decoration of the temple were more human than those of the Egyptian temple. Greek architects even introduced the ordinary human figure into their designs. In one of their temples, for example, figures of young Greek maidens supported the roof of a porch and these stone figures were dressed in "modern" clothes.

Greek architects and philosophers believed that beauty could be expressed in numbers. In studying the proportions of the human body, the bodies of animals, and the proportions of many plants, they discovered that a certain proportion existed in many of the beautiful products of nature. They extracted this proportion from nature and embodied it in their buildings: in this way they believed their buildings became a part of nature. Plato described it as an attempt "to make the buildings a part of the universe." To the Greek

architect, style was more than something to borrow from old Egypt and apply to his buildings. To him a style must be invented in order to express his particular way of living and building . . . only then it was "modern."

CHARLES FRANCIS MURPHY, A.I.A., prominent Chicago architect, received the Building Stone Institute's 1959 award for outstanding contributions in the field of architecture. The award, which is given annually by B.S.I., was presented by P. J. Valentine, President of the trade group which represents quarries, stone contractors and stone fabricators in 48 States and Canada, at a luncheon at the Sheraton Blackstone, July 21st.

"Mr. Murphy, by his creative designing, has developed a variety of architecturally distinguished buildings which capitalize the beauty and durability of natural stone with outstanding effectiveness," said Mr. Valentine.

Mr. Murphy, a partner in the Chicago firm of Naess & Murphy, designed the Merchandise Mart, the Chicago Post Office, Sun Times newspaper plant, Abbott Laboratories Research Building, O'Hare International Airport, the Federal Reserve Bank, the new court house and Federal Office Building, the National Cash Register Building and other distinguished buildings in Chicago which make outstandingly effective use of natural stone.

THE CALIFORNIA COUNCIL OF THE AMERICAN INSTITUTE OF ARCHITECTS will sponsor the First Pacific Rim Conference October 7-14 at the Hawaiian Village Hotel, Honolulu.

Speakers will be Sir Leslie Munro, former president of the United Nations General Assembly and of the U.N. Security Council, former New Zealand ambassador to the U.S., and permanent New Zealand representative to the U.N.; and Dr. Paul A. Siple, arctic explorer and military geographer; Professor Wendell Bell of UCLA, sociologist and anthropologist; Carlos Contreras, internationally known Mexican architect and planner; Dr. Karl With, professor of art history at UCLA; Australian architect, architectural historian and writer, Robin Boyd; and educator, author and lecturer, John A. Kouwenhoven of Columbia University.

A full schedule of social events and sightseeing trips is planned. Special low-cost "package" tours are available.

Full information about special travel arrangements can be obtained by writing Melton Ferris, Executive Director, California Council, The American Institute of Architects, 916 Kearny Street, San Francisco 11.

PERRY E. BORCHERS, a Columbia University graduate in architecture, now teaching at Ohio State University, has been awarded the McKim Traveling Scholarship by Columbia. It is announced by James Grote Van Derpool, acting dean of Columbia's School of Architecture.

Borchers, associate professor of Architecture at Ohio State, will use the \$3,600 grant for a project which he terms "three dimensional recording of architecture in space." Mr. Borchers will leave for Europe the early part of 1960 where he will make three dimensional volumetric interior studies of Baroque architecture in Austria, Germany and Italy, and of Byzantine churches in Northern Italy, Yugoslavia, Greece and Turkey.

MICHIGAN ARCHITECTURAL FOUNDATION, a non-profit organization, has been ruled to be tax-exempt by the U.S. Internal Revenue Service, it is announced by Talmage C. Hughes, FAIA, Secretary-Treasurer of MAF.

Purposes of the Foundation are to receive and expend gifts, legacies, and bequests for the education of students of architecture, to develop the art and science of architecture, and to educate the public in the appreciation of architecture . . . Other officers of MAF are Arthur K. Hyde, FAIA, President; Suren Pilafian, AIA, Vice President; L. Robert Blakeslee, AIA; Gerald G. Diehl, AIA and Ralph W. Hammett, AIA, directors.

UNIVERSITY OF DETROIT STUDENT CHAPTER, A.I.A. has elected Gerald Merola, First Vice President; F. G. Brezavar, Second Vice President; M. Schubeck, Secretary, and P. Danner, Treasurer. The office of President will be filled at the beginning of the fall semester.

Rev. Lawrence J. Green, an associate member of the Detroit Chapter, A.I.A., is the moderator, and he will be assisted by J. E. Varga who will continue in an advisory capacity.

THE UNIVERSITY OF HOUSTON School of Architecture has been granted a two-year provisional accreditation by the National Architectural Accrediting Board. Richard W. Lillioth is director of the school.

MIES VAN DER ROHE has been awarded the Royal Gold Medal for architecture for 1959, by the Royal Institute of British Architects, in London. He recently retired as Director of Architecture at the Illinois Institute of Technology, in Chicago.

COURTNEY E. ROBINSON, AIA, announces the opening of his office for the general practice of architecture in Michigan, Indiana and Ohio at 1924 St. Joe Blvd., Ft. Wayne, Indiana.

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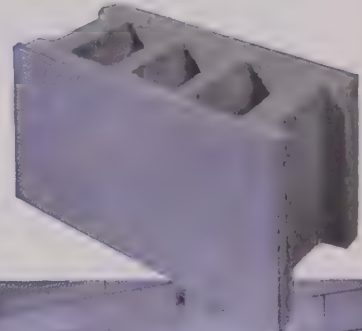
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BIDDLE HOUSE

Here is a copy of a letter which is self explanatory. It was written by the architect and master carpenter of the restoration profession in Michigan. He is Old Lang, the AFAA and FACA member of Architecture, who is Professor Emeritus and former head of the College of Architecture, University of Michigan. His health has been good and he is now enjoying his retirement and golfing.

All of his life has been devoted to the history and restoration of historical buildings, mostly in a different time and place. He is 89 years of age and continues to be an outstanding architect.

While the letter is personal, it is translated for your and our information. The translation first paragraph sets forth very briefly the details of the restoration and building industry with reference to the restoration of the Biddle House. The second paragraph sets forth information on the Biddle House plaque erected by the Michigan Historical Commission. It is a record of the restoration work done by the great contributions in time and labor made by a few for the benefit of all is obscured and over-looked.

The restoration of venerable Biddle House on Michigan's historic Mackinac Island is, I believe, one of the truly notable contributions for public interest and for the history of the building industry. The House was restored to the original when Edward Biddle was at the height of his success. The work of restoration was not only genuine but also complete. The original house was painstakingly dismantled and catalogued. Every possible piece of lumber and stone was saved for the reconstruction. Many of the 70% of the work of the old house was reconstructed in their original location in the structure of the room and below the deep winter snow line of the early country. New timbers and later logs were cut from the forests of the island and hand shaped to fit the original work. The original work was not altered. The entire old frame is covered with new siding identical to the original. The original work was restored by Edward Biddle. The original restoration was done by Biddle and his skilled log carpenter, which was done about 1850. It is a record of the restoration work done by the history. Many of the original work and some of the original work of the restoration work.

Much of the hand-drawn glass can be found in both of the old and new parts. It is doubtful if a more authentic restoration has ever been accomplished in the history of the restoration work. The restoration work was done with the aid of an undisturbed and

very old Michigan restoration. The Biddle House restoration industry should be made to preserve for the future of Michigan and others a record of the restoration of the life in early years of the restoration industry and work.

The House project and restoration are not complete. The restoration work in August was a show to those who were responsible for the restoration work had been accomplished with the funds already committed. We are short of dollars needed to complete the work but we are certain Michigan's great Building Industry will come through with whatever may be necessary. It is hoped that the completed project can be formally dedicated early next year at which time it will be presented to the Governor of Michigan—ADRIAN N. LANGIUS FAIA Chairman, Biddle House Restoration Committee.

Messrs. Adrian N. Langius, Chairman and Warren Rindge, Architect, for restoration of the Edward Biddle House, Mackinac Island, Michigan

Dear Friends:

It is with deep pleasure and feeling that I read in the Ann Arbor News of the dedication of the house which has for so many years interested all visitors to Mackinac Island and, in particular, the architects.

The house has been brought to a new life by the devoted efforts of many with both of you as leaders. Even though all

needed funds are not yet available, a heroic effort by one of you and the high competency of the other have with great cooperation of the building industry made all possible that has been accomplished.

My hearty congratulations to you for what is an historical monument to all concerned. I am sorry I could not have been there to tell you in person.

I am sorry that Mr. Orr could not have confined himself to recognizing what has been so unselfishly done in connection with a project regarding whose record there has been for many years so little dependable documentation. While I had nothing to do with the tablets set up for general information of the public I am sure that the island commission did the best it could at the time. I have had doubts regarding some claims made by some writers and others, but have always hoped that somehow real proof would become available.

But there it stands now, the revived spirit and flesh of the house of Edward Biddle. May it be well preserved for future generations as a trader's home of once upon a time and as a record of all those who believe restoration worthy of time and labor and gifts to record a witness of Michigan's history, of its fur trade and a type of design and construction that did so well with the material at hand.

Again, hearty congratulations.—EMIL LORCH, FAIA.

Rear view of the restored Biddle House. Note the hand-split shake shingles and stone chimneys that carefully preserve the character of the original house. A large portion of the material such as logs, doors and windows were reused. The Committee needs additional funds to pay for the work done and to complete the reconstruction.



Mackinac Conference

The Grand Hotel was grander than ever this year, with its new Casino Room, done by the Hotel's Architect, Warren L. Rindge, AIA. We were indebted to those who sponsored the three social hours—Macomber, Inc. Thursday afternoon; Portland Cement Association Friday afternoon and Producers' Council, Michigan Chapter Saturday afternoon.

Gardner Martin, of the PC Association, awarded the "Man of the Year" trophy to our own President, Fred Wigen. This golf trophy and horse shoe, made of pure cement, will make an attractive addition to the trophy case at the Grand Hotel. An extra horse shoe was cast and awarded to Marge Wigen. Gardner referred to a few years ago when the award was a design by Frank Wright "tattooed on the chest of Roger Allen." Roger explained that this could not have been so, since he is no Marilyn Monroe. He said that a part of it had to be done on a portion of his body where it interfered with shots. This, he said, made him hesitant to show it.

President Wigen presided at the open Board meeting Friday morning and Charles V. Opdyke at the seminar where Mr. N. C. Bicking described "Operating the World's Largest Summer Hotel." Saturday morning Clifford Gibbs presided and introduced Maj. Gen. Walter K. Wilson who told of "Engineering for the Age of Space."

Saturday's luncheon was the occasion of a special award by Gus Langius to Mr. W. Stewart Woodfill. The award was a cane made from white pine from the Biddle House, which Mr. Woodfill accepted graciously, to add to his collection of hundreds of canes given him by princes, potentates, etc. Special guests at the luncheon were Great Lakes Historical Sites Officials. Mr. Myron David Orr, author, lawyer and professor of English, spoke on "Angelique and Edward Biddle and their House." Following the luncheon there was open house at the Biddle restoration which is nearing completion. Langius is Chairman of the Restoration Committee, sponsored by the Society and taken part in by the entire building industry of Michigan. Marvin Brokaw is Langius' assistant. At the house, was Chief White Cloud and other Chippewa Indians in colorful costumes, with displays. Refreshments were served.

At the banquet Saturday evening, Mr. Charles Hill, Manager of the Coldwater, Mich. Chamber of Commerce, was toastmaster and the speaker was Maj. Gen. Ronald D. McDonald, Adj. Gen., State of Michigan, who spoke on "Michigan's

Defenses."

Governor G. Mennen Williams, just arrived from the Governors' Conference in Puerto Rico, spoke briefly and congratulated the Biddle House Restoration Committee. President Wigen recognized our national officers, Treasurer Raymond S. Kastendieck and President John N. Richards. President Richards spoke briefly on the AIA.

Recognition was extended to Charles Opdyke as Chairman of the Conference Committee and to Edith Schoettley, of the Ladies' Activities. LaVern Nelsen was the recipient of the Producers' Council, Michigan Chapter's 1959 Award for having contributed most to AIA-PC relations. There was golf for ladies and men, dancing and floor show every evening.

Said Gardner Martin:

This is the 14th anniversary of the President's Reception and the 13th award since the "Tattooing of Roger Allen." I want to convey solemnity and I hope you will attach a measure of reverence to this event, which I like to think is as much a part of the history of Mackinac as is the "Leap of the Indian Maiden." It certainly ranks with such memorable events as the "Love Life of Pocahontas" or the "Pillage of Warsaw."

Since Robert Service is gone, it remains for one of us to put this historic affair to verse. Might I suggest as a starter:

A bunch of the boys were whooping it
Up in Stew Woodfill's saloon.
The kid that handles the music box
was
Playing a mournful tune.
Stretched on the floor and pinned
At all fours was the bard of Grand
Rapids
While wielding the knife with fiendish
Delight was — — — — —
And I cannot finish. Actually it was
Frank Wright.

So we might have a contest. Certainly by next conference time someone in this group should produce the finish. However, each entry will have to be accompanied by two empty cement sacks, any brand. Knowing the artistic potential of this group, I hasten to add that facsimiles, reasonable or otherwise, will not do. We need the business. If everyone in this room will participate we will be assured of a successful year.

By the way, if Roger is bashful in displaying his pride and joy, I suggest that you view the design in the cabinet at the opposite end of the room.

Incidentally, it is consoling to note how well these patriarchs of Mackinac are holding up. Rog is still lighting fuses, Gus Langius still looks like a cement sack and Clair is still making eyes at the pretty girls.

Now for this year—In the past we have honored musicians, footballers, skiers and those of many other talents. Tonight our man of distinction is a golfer—a very proficient one—so proficient, I am informed, that he can rarely be found in his office. A professional conventioneer too—I am told. This makes of his darling wife, a true golf widow. Anyhow, you can have Fred—I'll take Marge and who wouldn't.

Ladies and Gentlemen, I give you the Wigen.

Mr. A. N. Langius:

This has been an overly active day for the aging boarding-house keeper, but I can not conclude it without expressing my deep appreciation of the presentation made to me at luncheon today of the unique walking-stick. I was deeply touched by it, not only the kind thought but the creation of an original and historic production such as you conceived and executed.

Please know I am fully appreciative and most grateful. My hearty thanks to you and the Michigan Society of Architects.

I was so overwhelmed that some time I must ask you to again relate all of the facets of this stick so ingeniously developed by you. But suffice to say I know it as relics from the Biddle House, and from the affectionate interest of your good self and associates.

My compliments too, to whoever carried out your directives in milling the stick so well and putting it together. Truly there has never been one made like that!

It was a joy to be with you and your splendid group today, and I was only sorry I had to hurry on to the wedding. I know what followed your presentation was to be a program I would have richly enjoyed.

I shall look forward with greatest pleasure to working with you and helping through the Commission in any way that we can to complete and set up the Biddle House in a manner that you have in mind. This is a project that the State and the Michigan building industry are going to be mighty proud of. I have the finished picture well in mind and know that next summer we can expect to see it approaching a completed stage with period room settings.

—W. STEWART WOODFILL.

MACKINAC GOLF PRIZES: Low Gross, Ellen Wikol; Low Net, Sue Blackwood; High Gross and Kickers, Dorothy Duffy; Closest to Pin on No. 4, Gloria Wesolek. Men: Low Gross, Tyler Riggan; Low Net, Ed Glanz; High Gross, Cliff Gibbs; Kickers, R. B. McWell; Closest to Pin No. 4, Jack Nordlund.



Sixteenth Annual MSA Midsummer Conference Banquet, left to right: Golf Tournament Co-chairman Charles J. Mock of Kaiser Aluminum Corp.; Raymond Stone Kastendieck, National Treasurer of AIA; John Noble Richards, National President of AIA; Major General Ronald D. McDonald, Adjutant General, State of Michigan; Frederick E. Wigen, President of MSA



Governor G. Mennen Williams of Michigan and Mrs. Williams; Marvin J. Brokaw of F. W. Dodge Corp. and a member of the Biddle House Restoration Committee



J. Gardner Martin of Portland Cement Association, Mrs. Frederick Elliott Wigen; M.S.A. President Wigen holding his "Man of the Year" award from the Portland Cement Association, and Mrs. Martin

16TH ANNUAL MICHIGAN SOCIETY OF ARCHITECTS AUGUST 6, 7 & 8TH 1959

ALL PHOTOS BY ROSE OF GRAND HOTEL

Left to right, across bottom of page: Mr. & Mrs. Gustave Muth, Ralph Eldred, Frank H. Wright, Mrs. James Barr Morison, Mrs. Frederick John Schoettley, Mrs. LaVern James Nelsen, Mr. & Mrs. Warren Lester Rindge





Left to right: Charles Hill, Manager Coldwater, Michigan, Chamber of Commerce; Producers' Council, Michigan Chapter, President M. Eugene Hannum of Armstrong Cork Co.; MSA past president Linn Smith; Conference Chairman Charles Victor Opdyke; Ladies' Chairman Mrs. Frederick John Schoettley; Adrian N. Langius, Chairman of Biddle House Restoration Committee



Gustave Muth, Clair W. Ditchy, Prof. Ralph W. Hammett and Dean Philip N. Youtz of the University of Michigan



James and Mary Ann Nelsen and their parents Mr. & Mrs. LaVern James Nelsen. Mrs. Nelsen is president of WALD

MIDSUMMER CONFERENCE, GRAND HOTEL.

MACKINAC ISLAND, MICHIGAN

Left to right, across bottom of page: Roger Allen, J. Gardner Martin, Auldin H. Nelson, Mrs. Jack Nordlund, Clair W. Ditchy, Mrs. Philip Newell Youtz, Mr. & Mrs. Talmage Coates Hughes





Left to right: In front of Biddle House marker, M.S.A. President Frederick E. Wigen, Adrian N. Langius and John Noble Richards, A.I.A. national president

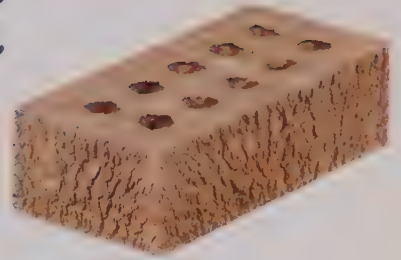
M/M Auldin H. Nelson, M/M LaVern J. Nelson, M/M Ed. Noone, M/M John R. Nordlund, M/M Frank E. North, M/M Barney O'Neill, M/M Charles V. Opatky, M/M David J. Padilla, M/M Richard G. Pass, Elwin Pell, Ralph Pierce, M/M John W. Powell, Patrick W. Pruchnik, M/M Wm. J. Rettenmier, M/M John Noble Richards, M/M Tyler Ragan, M/M Warren Rindge, M/M M. R. Rausinger, John H. Ross, M/M Donald O. Ross, M/M Dominic J. Rossi, J. Leonard Rush, M/M W. G. Sandrook, M/M Gill Savage, M/M Frederick J. Schoettley, M/M G. Walter Scott, Theodore G. Seemeyer, Jr., M/M Frederick J. B. Sevald, Jr., M/M Wesley Shook, M/M James A. Spence, Jr. M/M James A. Spence, Sr., M/M Chris Tenbroek, M/M Charles E. Thornton, M/M Paul Tilds, M/M Chas. Trambauer, M/M Peter Vander Laan, M/M Malcolm Waite, M/M Ed. Walsh, M/M C. L. Waters, Hunt Weber, M/M Fred Wehle, Jr., M/M Wm. Wesolek, M/M Frederick E. Wigen, M/M Walt Wikol, M/M Anthony J. Wolf, M/M E. Burton Wolf, M/M Clifford N. Wright, Frank H. Wright, M/M Philip N. Youtz, M/M Arthur J. Zimmermann

M/M J. W. Mabire, M/M J. Gardner Martin, Clem Mason, M/M James E. Massey
M/M C. H. MacMahon, Edward McDowell,
James K. McEvoy, M/M A. R. McMannis,
M/M R. B. McWebb, M/M Jack Mills, M/M
Charles J. Mock, M/M Andrew Mcgridge
M/M Clarence Mogridge, Mrs. Arleen Montford
and Arlys Montford, M/M James B
Morison, and son Bob, M/M Douglas Morris-
sion, M/M Harold Morrison, M/M Robert Mos-
sier, M/M Fred Muller, M/M Gustave Muth

A black and white photograph of a group of thirteen people, likely a wedding party, standing in two rows outdoors. The front row consists of seven people, and the back row has six. They are dressed in formal attire, including tuxedos, dresses, and a suit. The setting appears to be a porch or a similar outdoor structure with a white railing visible on the right.

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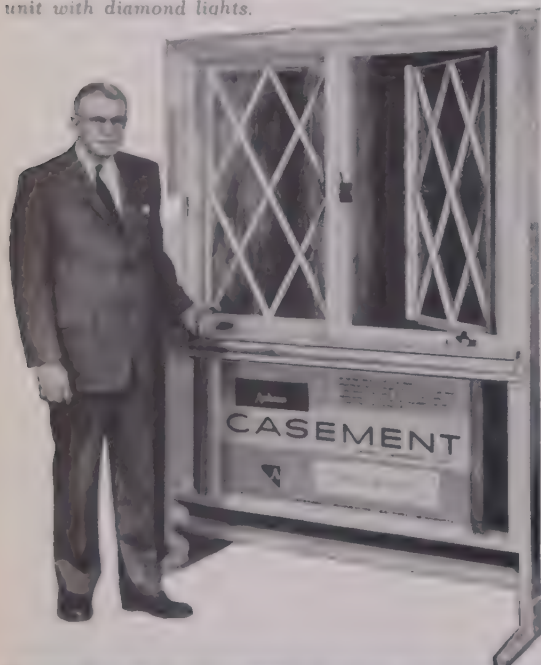
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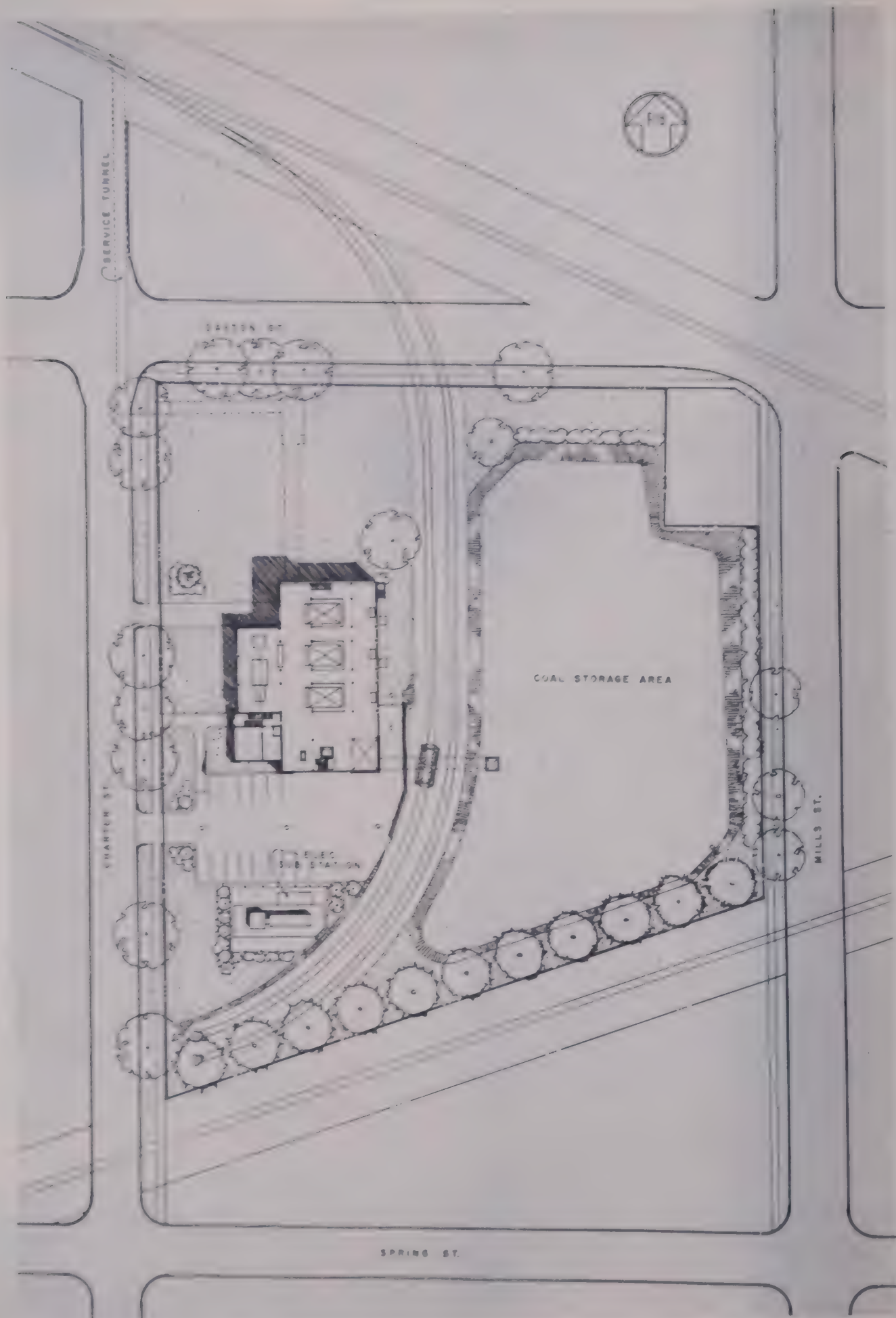


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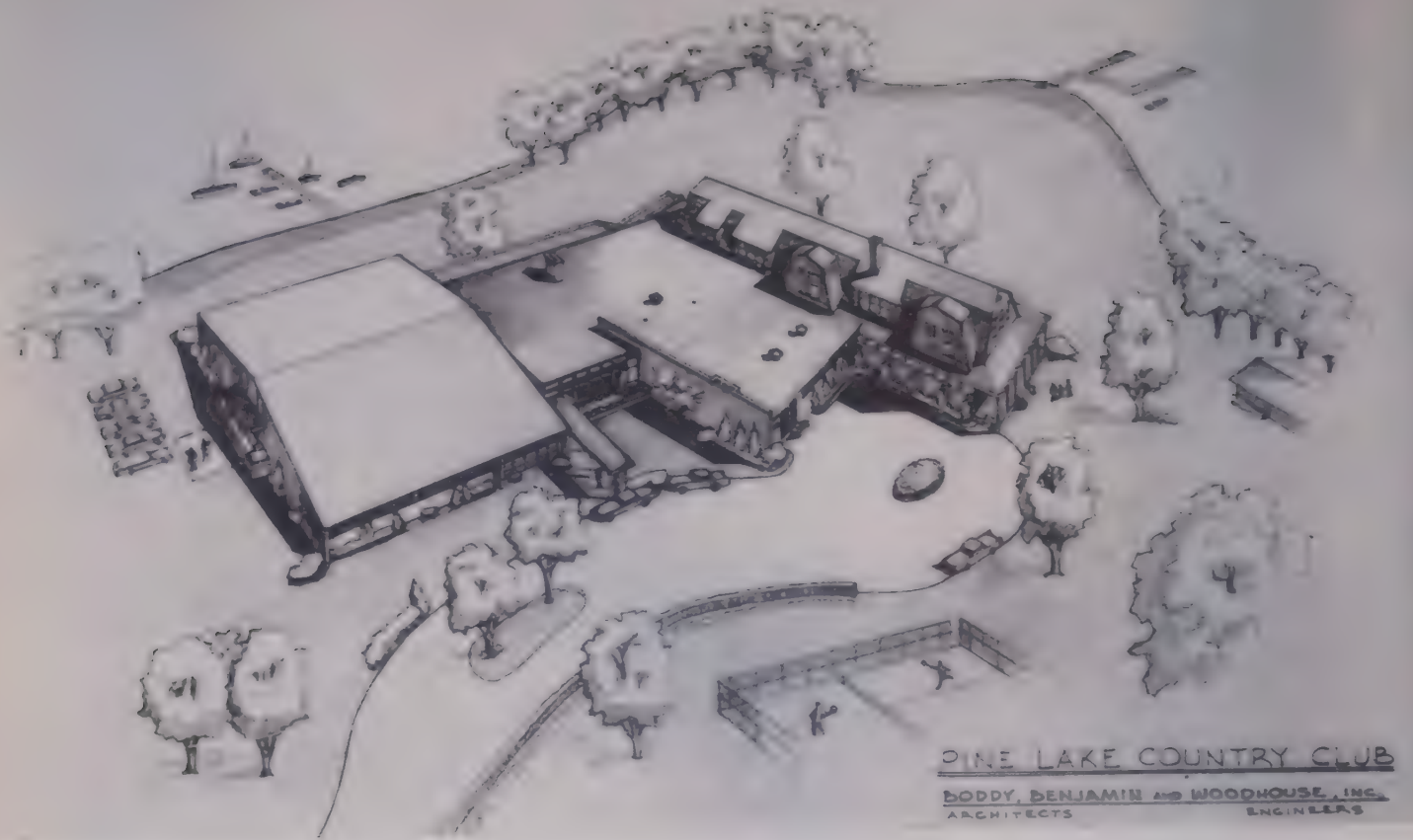


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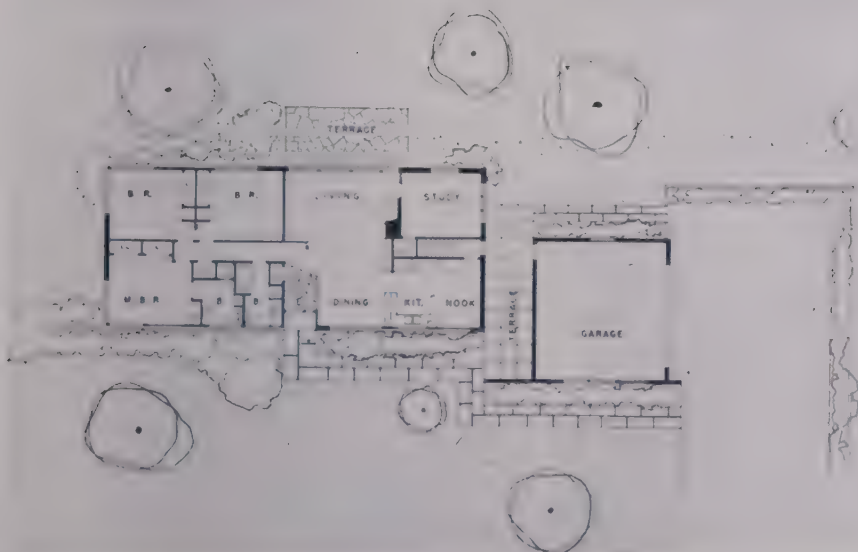


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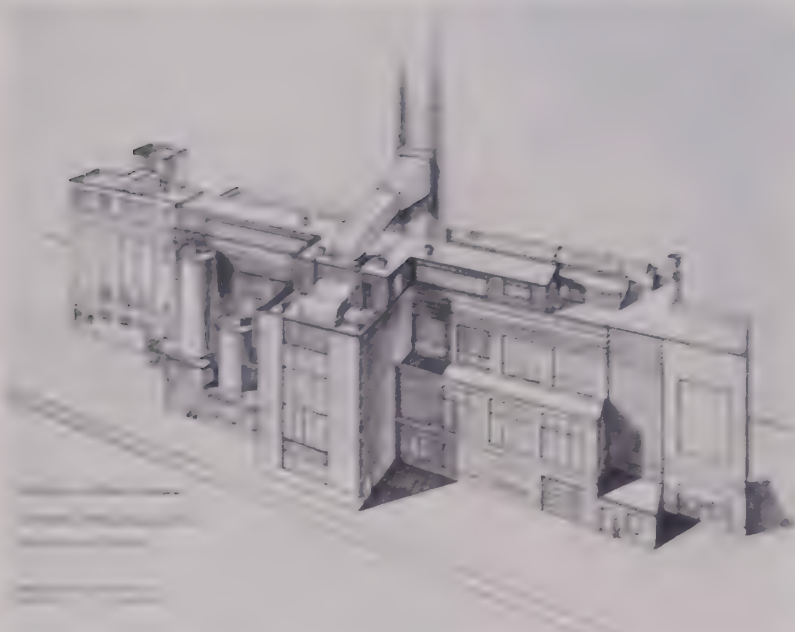
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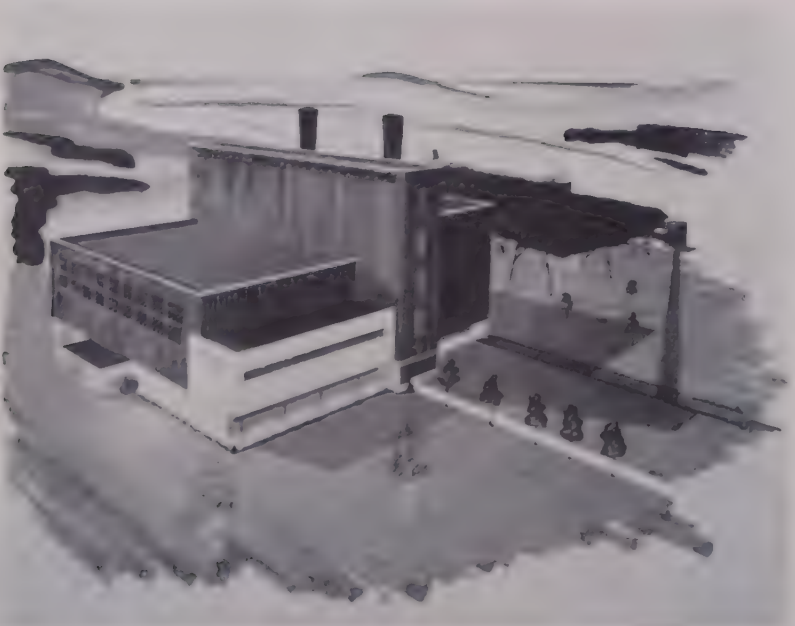




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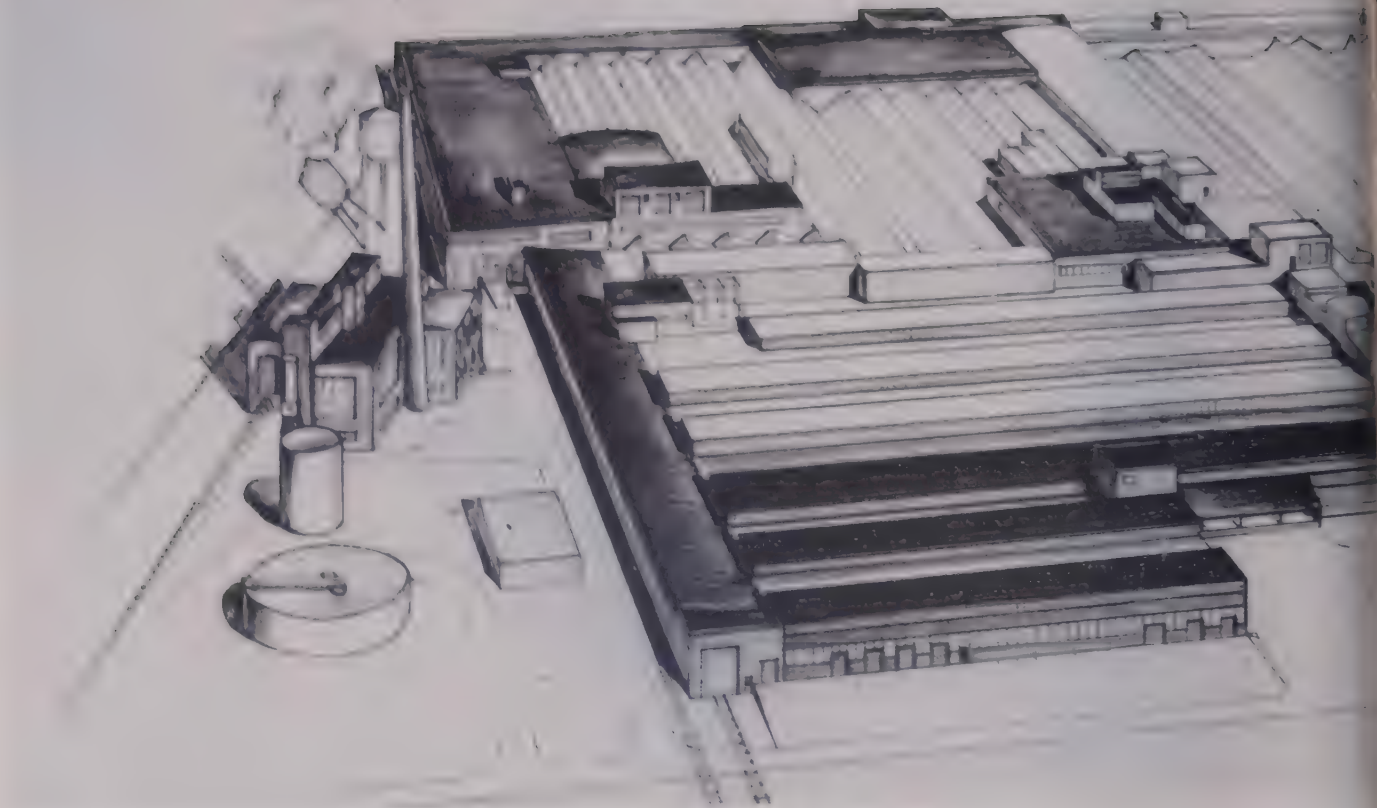


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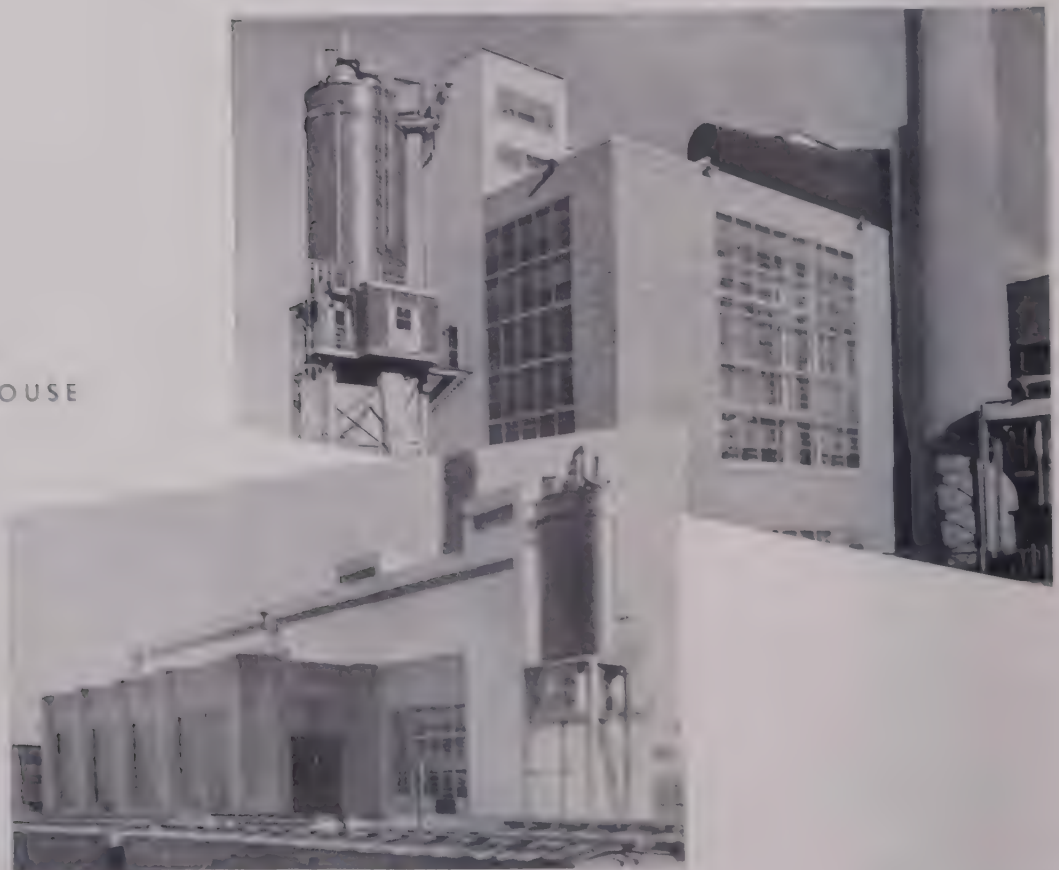


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VIEWS OF
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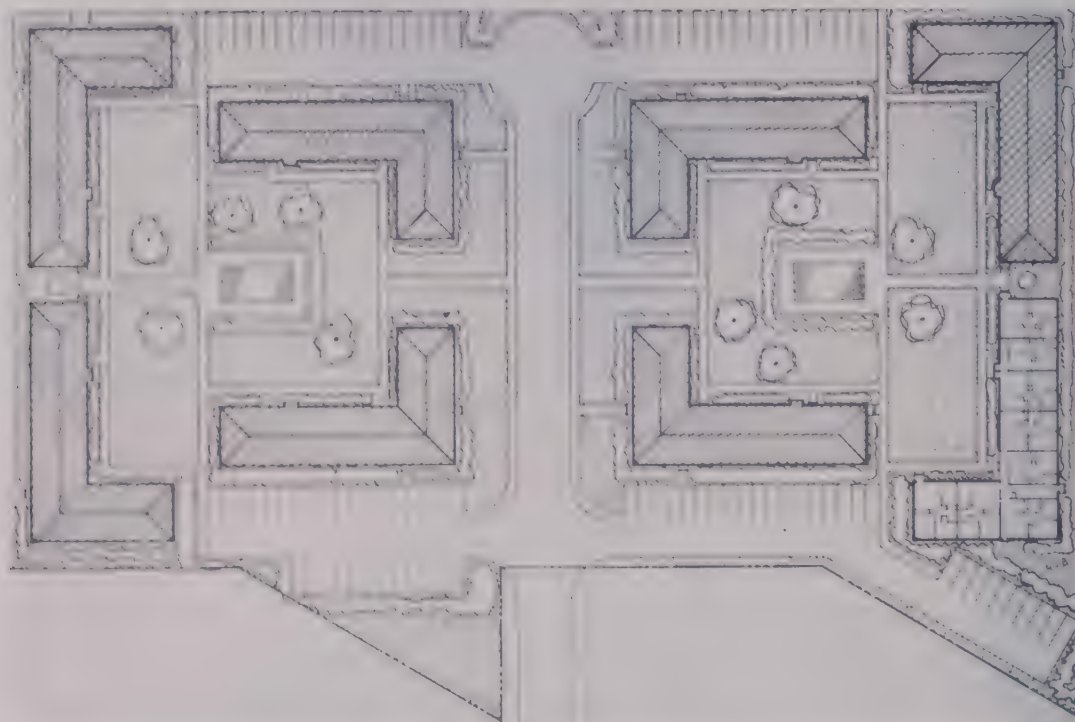
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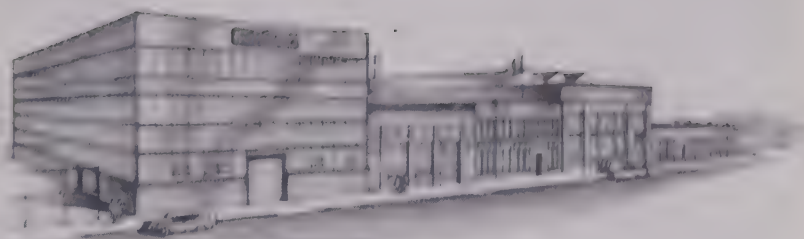


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Honor Awards

(top floor Security National Bank Building). Reception, 5:30, and viewing of exhibits, Dinner 6:30 P.M.

ELIGIBILITY: Any building designed by a corporate member of the Chapter during 1955-1959 and completed in 1956 through 1959. Building to be located in Michigan

CATEGORIES: 1. Commercial and Industrial; 2. Religious and Public Buildings; 3. Schools; 4. Residential

AWARDS: First place and two honorable mentions in each category. Awards will consist of certificate for Architect, Contractor and Owner

Award of Distinction Winner to receive \$100.00 cash award in addition to certificate

SUBMISSIONS: A. Entries mounted on 20 x 30, or 30 x 40 (preferred) or 40 x 60 (may use more than 1 sheet); B. Minimum of two exterior photos; C. Statement

of Problem; D. Plot Plan; E. Floor Plan (mounted blueprints OK); F. Additional photographs, perspectives, elevations, etc. are optional; G. Architect's name on back of entry. If name is on front provide temporary cover; H. No limit to entries by one firm; I. Entries prepared for 1960 National A.I.A. Honor Awards are acceptable

DEADLINE: Leave your entries with any of the following before 5:00 p.m. Saturday, September 19, 1959, or deliver to Athelstan Club, Battle Creek, before 10:00 a.m., September 21, 1959: George Williams, Haughey, Black & Williams 616 Post Building, Battle Creek; Roger Dana, Manson, Jackson, Wilson & Kuntz, 520 Cherry Street, Lansing; Gordon Cornwell, Anderson Building, Traverse City; John Tanner, Stapert, Pratt, Bulthuis & Sprau, Inc., 410 W. Walnut Street, Kalamazoo; Irving Hunsberger, Roger Allen and Associates, 1126 McKay Tower, Grand Rapids

PURPOSE: To give public recognition to the members of the chapter and to publicize excellence in Architecture

PLACE: Battle Creek, Michigan. Monday, September 21, 1959. Athelstan Club

THE BUILDERS AND TRADERS EXCHANGE OF TRAVERSE CITY has been organized, with offices at 311 East State Street in that City, according to an announcement by A. J. Stringstead, Secretary-Manager. The new telephone number is Windsor 6-5531.

Membership consists primarily of contractors, of all classifications, in the northern half of the Lower Peninsula and all of the Upper Peninsula.

The Exchange has incorporated the principles of the other Builders and Traders Exchanges of Michigan, particularly that of Lansing. A Weekly publication and special bulletins have been included, as well as a large plan room and a conference room for the use of members. Other services and social activities have been adopted.

The new Exchange invites the cooperation of architects in the area in furnishing plans and other pertinent information relative to present or future projects.

The organization has met with excellent response from architects from the Traverse City community, as they recognize the need for such an association.

JOHN H. DABBERT, AIA, has become an associate of Carl C. Kressbach, AIA, of 408 Wildwood Avenue, Jackson, Michigan. The firm is Carl C. Kressbach and John H. Dabbert, Associated Architects.

Dabbert is a veteran of World War II, having served with an engineer combat unit. He supervised reconstruction and repair of bomb-damaged London, England. He is a member of The American Institute of Architects, its Western Michigan Chapter and the Michigan Society of Architects. He is also a member of the Lions Club of Jackson.

Letter

Enclosed is an advertisement forwarded by you to this office, which was a violation of the State Law, by Clarence Van De Vrede, a designer. A warrant

for his arrest was procured by the court on March 6, 1959 and he was arrested the same day.

On July 20, 1959, Judge Claude Vanderploeg, Judge of the Superior Court of Grand Rapids, found him guilty of Section One of Act 240, P.A. 1937, as amended, for advertising "Architectural Service" in the Grand Rapids Press, and sentenced him to pay a fine of \$100.00.

Mr. Van De Vrede was first warned in 1952 by the writer for using "Residential Construction" as a business name with the title "Architectural Designer". In 1957 he was again warned to change his name under "Architect" in the Grand Rapids classified Telephone Directory. In 1958 he was warned on information received that he was designing a church in Walker Township and was directed to design the same "Church" and then the "Church" in the same manner. **RICHARD VAN DE VREDE**, Inspector, Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors.



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Saginaw Valley Chapter A.I.A.

FALL MEETING
PLAN TO ATTEND

BATTLE CREEK, meeting with Western Michigan Chapter

SEPTEMBER 21, 1959

Annual Meeting at Society National Bank Bldg.

A.I.A. members and guests of exhibit (Photo by J. H. Nelson)

Saginaw Valley Chapter, A.I.A., has been invited by the Western Michigan Chapter, A.I.A., to participate in a joint meeting. The program will feature the Annual Honor Awards Dinner and an opportunity for the two chapters to exchange ideas and become better acquainted.

The MSA Board will also meet with the Western Michigan Chapter, at that time.

PHIL F. FEDDERSEN, A.I.A., formerly a member of the Allen B. Dow staff at M. H. Bond, has recently announced that he has established an office for the practice of architecture at 818 North Second Street, Clinton Town.

Mr. Feddersen, a member of the Saginaw Valley community, working on a Frank Lloyd Wright Memorial statue at the Ballroom, is now residing in Detroit. The statue that stands at 100 miles away he will endeavor to maintain the work well by himself.



SAGINAW VALLEY PRESIDENT, AULDIN H. NELSON of Flint (extreme right) chats with friends (left to right) Donald O. Ross, Lansing; Jack Nordlund, Detroit; Mrs. Nelson and Mrs. Nordlund.

THE JAMES A. SPENCES, Senior and Junior, of Saginaw.



WIFE OF SAGINAW VALLEY'S VICE PRESIDENT, Mrs. Clifford E. Gibbs visits with Mrs. Clarence L. Waters, Saginaw, wife of MSA Director, "Doc" Waters. Mr. Gibbs will be Midsummer Conference Chairman next year.

MAN OF THE YEAR AWARD was given to MSA President Frederick E. Wigen, Saginaw, from the Portland Cement Association. Pictured with him is Mrs. Wigen.





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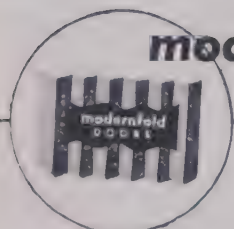
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HEADQUARTERS, 120 Madison Ave., Detroit

September Meeting

DR. A. T. LIU, China-born engineer and project director of Giffels & Rossetti, Inc., Detroit architectural and engineering firm, has been appointed dean of the college of engineering, Detroit Institute of Technology. Dr. Liu, who graduated from Chiao-Tung University, Shanghai in 1933 and received his doctorate at the University of Michigan in 1940, was the unanimous choice of the D. I. T. board of directors.

The 48-year-old newly appointed dean organized and directed an American-Chinese firm which built factories and power projects in China in 1946 until inflation and Communism forced him out of business. For two years he was a consulting industrial engineer with National Agricultural Engineering Corporation, a division of UNRRA. In 1949 he returned to the United States and the engineering profession here.

Dr. Liu received a distinguished alumnus citation from the University of Michigan College of Engineering in 1953.

GEORGE Y. MASSON, A.I.A., of Sheppard & Masson, Architects, of Windsor, Ontario, Canada, announces the addition of two members of the firm and relocation at 2105 Victoria Avenue, Windsor. The telephone number remains the same—Clearwater 3-1300. The firm was formerly located at 52 Chatham Street, West.

Henceforth the name of the firm will be Sheppard, Masson, Brand & Langois, Architects.

Hugh Sheppard and George Masson have been practicing architects in Windsor for the past 35 years. They both worked in Detroit offices before World War I, are past presidents of the Ontario Association of Architects, Fellows of the Royal Architectural Institute of Canada and active in community affairs in Windsor.

Ronald Brand is a graduate of McGill University and following his employment in Ottawa with Abra, Ballarrie & Shore, settled in Windsor and joined the firm in 1952. Robert Langois, a graduate of the University of Toronto, was formerly an associate of Victor Gruen Associates, in Detroit. George Masson is a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects. He graduated in architecture from the University of Pennsylvania in 1921.

Detroit Chapter, AIA will open its 1959-60 season as guests of the Builders and Traders Exchange of Detroit at their headquarters, 2210 Park Avenue, in Detroit, Tuesday evening, September 15, 1959.

Complimentary cocktails and buffet dinner will be served for architects and their ladies, and the guests will view the Exchange's new facilities, such as plan room, offices, conference room, etc. A brief program is also being arranged, details of which will be included on the dinner reservation cards mailed to members.

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FORTY FRENCH ARCHITECTS and 15 of their ladies, on a tour of the U.S., visited Detroit, September 3, 4 and 5, 1959.

The visiting Architects were shown about Detroit Thursday, September 3 by William E. Kramer, AIA, on the staff of Giffels & Rossetti, Inc., Architects and Engineers.

On Friday, Sept. 4, Victor Shrem, of Meathe, Kessler & Associates, Architects, of Grosse Pointe, showed the visitors other projects. From 5 to 6:30 P.M. Friday the French Consul in Detroit, Mr. John Paul Desparmet and Mrs. Desparmet entertained the visitors with a reception at their home, 872 Balfour Road, Grosse Pointe.

Saturday morning, Sept. 5, Mr. Edmund Primeau, AIA, accompanied the visiting architects to the City Plan Commission, where Mr. Charles A. Blessing, AIA, City Planner, conducted them through his Department. Following this, they visited other buildings in the Civic Center.

The three local men who accompanied the visitors all speak French.

The ladies were taken care of by the Women's Architectural League of Detroit. Mrs. LaVern J. Nelsen, president of WALD, arranged for them to visit the Ford Rotunda, Greenfield Village, the Ford Museum and to have lunch at Dearborn Inn.

EDWARD X. TUTTLE, AIA, Vice President of Giffels & Rossetti, Inc., Architects and Engineers, of Detroit, has been named Director of the firm's atomic energy project in Copenhagen, Denmark, effective September 1, 1959.

Tuttle, a native of Battle Creek, Michigan, and a graduate of the College of Architecture and Design, University of Michigan, formerly practiced architecture in Battle Creek.

With the G&R firm he has been Director of Foreign Relations, having been assigned to the Orient on industrialization, and in Europe on their housing programs.

Tuttle's address in Denmark will be Hans Jensenvej 36, Hellerup, Copenhagen.

AMEDEO LEONE, AIA has been appointed by Michigan's Governor G. Mennen Williams as a member of the Metropolitan Planning Authority, a State planning commission. Leone, a member of the Detroit City Plan Commission, is president of Smith, Hinchman & Grylls Associates, Inc., Architects and Engineers, of Detroit.

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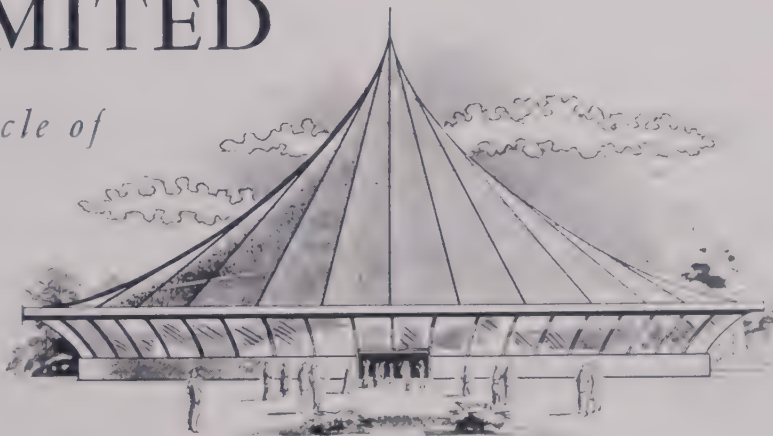
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Continued From Page 1



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Lytte looks over
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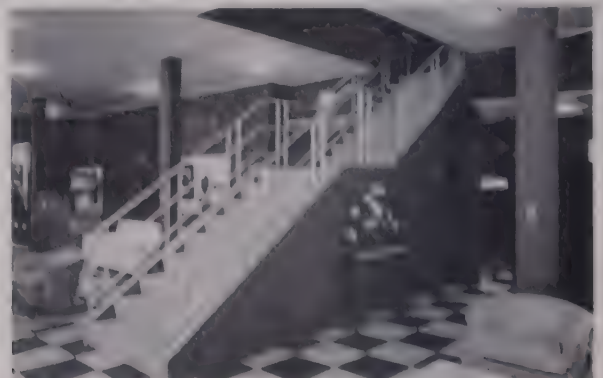
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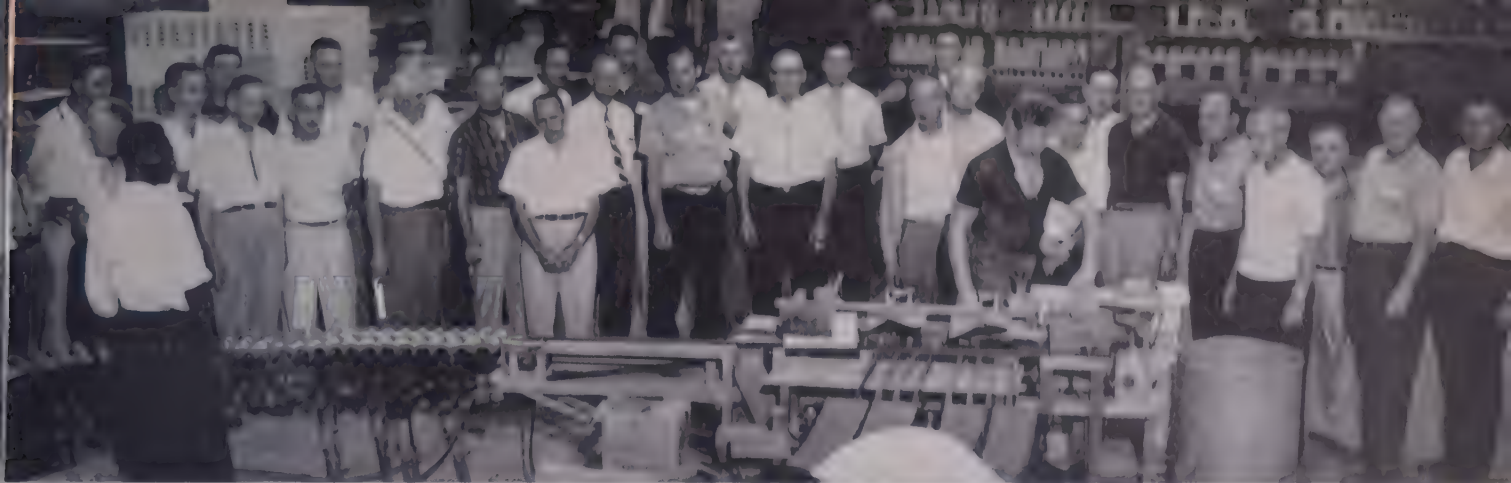
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Trowell, Don Forrest, Jerry Kelly, John Miltkin, Leonard H. Gussow, O. K. Griffith, John Mulholland, Garnett Fraser, Byron Cook, Earl G. Meyer, Al Ferguson, Neil Warren, Gerald H. LaPine, Larry A. Hume and Wendell Williams. Hosts for Stark Ceramics, Inc. were President J. H. Stewart, Fred Blosser, Byron Cook, Wendell Williams, Charles F. Meyers, Jerry Kelly, and Andrew G. Barton



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Right: Former PC Presidents and their wives: Mr. & Mrs. Walter Grove Sandrock, Mr. & Mrs. Charles Wolfgang Trambauer, Mr. & Mrs. George Frederick Muller

Below: New PC Secretary Robert Dale Mosier and Mrs. Mosier are shown at the PC cocktail party held before the MSA Banquet conversing with Doc Holland



All Photos by Rose of Grand Hotel



THE NATIONAL BODY of the Producers' Council, Inc. will hold its 38th annual meeting and Chapter Officers' Conference September 30 through October 2 at the Chase Park Plaza Hotel in St. Louis, Missouri.

"Dynamics of Distribution—Its Practical Application to the Sales and Marketing Program" will be the subject of this year's Conference.

SOCIAL NOTE:

CRAIG ROBINSON WENTWORTH, a nine pound baby boy was born to Vice President and Mrs. Russ Wentworth on August 8, 1959 at William Beaumont Hospital, Royal Oak, Michigan. Named after his grandfather Robbie Robinson, the Wentworths now have two sons and a daughter.

Above: Architect LaVern J. Nelsen of Detroit shows his PC award plaque for "outstanding service" to PC past President G. Frederick Muller in the lobby of Grand Hotel, Mackinac Island

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September '59 Monthly Bulletin

Products News



JOSEPH W. MABIRE

J. GARDNER MARTIN of Portland Cement Association has announced the appointment of Joseph W. Mabire, of East Lansing, as central Michigan structural engineer for PCA.

Prior to joining the Portland Cement Association staff, Mabire served as field engineer for the Structural Clay Products Institute and as structural design engineer for the architectural and engineering firm of Warren S. Holmes Company. Mabire also was employed as assistant to the supervising architect for Michigan State University and worked in the administrative services division of the Michigan state highway department.

THE R. C. MAHON COMPANY has opened two new West coast offices to handle sales of fabricated structural steel, metal roof decks, cellular floor and acoustical ceiling assemblies, insulated metal curtain walls and other building products.

One is located in the Pacific Building in San Francisco, the other at 2303 Jefferson Street, Torrance, Calif., Los Angeles suburb. Both will operate closely with Mahon's new Western Division plant in Torrance.

According to Mahon officials, the two offices are staffed to provide technical assistance to architects, office and industrial building contractors, and users of fabricated structural steel in bridge and highway construction fields. The Torrance office, in addition handles sales and offers engineering services for industrial paint finishing systems.

The San Francisco office is managed by Dave Parker; the one in Torrance by J. G. Ingels.

Besides Detroit, Mahon maintains major sales and engineering offices in New York and Chicago.

THE BUILDERS' & TRADERS' EXCHANGE of Detroit announce that registration for the Fall Term of their Construction Estimating School will be held Thursday evening, September 10th from 6:30 P.M. to 8:30 P.M. at the Exchange offices, 2210 Park Ave., between Columbia and Montcalm. Persons expecting to enroll must pay tuition fee of \$20.00 at that time. Organized in 1936, the school is licensed by the state.

Two courses will be offered this fall, "Introduction to Estimating" held Monday evenings beginning September 14th, and "Construction Estimating" held Wednesday evenings beginning September 16th.

"Introduction to Estimating" replaces Residential Estimating and Commercial One offered in previous years. The new course features plan reading, measurement, and interpretation designed to make the student thoroughly familiar with working drawings and specifications. It includes the necessary background and some basics of estimating. Anyone working in the construction industry or allied fields with a minimum of a high school education including ordinary arithmetic is eligible.

The second course is more advanced and is directed to the systematic "take-off" of quantities with emphasis on pricing and costs. This is a particularly valuable course for experienced estimators in that it acquaints them with new systems and procedures in quantity "take-offs." To be eligible for this class, one must have completed the "Introduction to Estimating" course, or be familiar with commercial plan reading, interpretation and measurement.

Michael F. Kenny is the instructor. Classes are held one night a week for 15 weeks at the Builders' & Traders' Exchange, 2210 Park Ave., Detroit, from 7 to 9 P.M.

JACK E. NEUMAN has been named manager of the Detroit Branch office for The Master Builders Company, according to Stephen W. Benedict, president.

He fills the position recently vacated by Charles Lyons who has been named special assistant to the vice president for marketing for Master Builders.

Neuman brings to his new post 13 years experience as a Master Builders field representative. He is a member of the Midwest Ready Mixed Concrete Association and the Construction League.

The Master Builders Company, a division of American-Marietta Company, is the world's largest producer of admixtures for the improvement of concrete. Headquartered in Cleveland, the firm maintains district offices in 57 major U.S. and Canadian cities and in Europe, South America and Asia. Manufacturing facilities are located in Cleveland; Buffalo; Toronto, Canada; Antwerp, Belgium; Mexico City, Mexico; Milan, Italy, and Tokyo, Japan.

MICHIGAN FLEXICORE DIVISION of Price Brothers Co. recently were hosts to a group of 65 architects and engineers who toured through their Livonia, Michigan plant, according to Richard A. Culver, Sales Manager. Those present were able to see the Flexicore manufacturing process and view a display of all the products currently in production or under development by the company.

The program consisted of a short lecture by Richard Welch, P.E. on basic prestressed concrete design followed by a series of tests demonstrating the capabilities of precast, prestressed concrete units. Abbreviated, standard A.C.I. load tests were performed on prestressed and conventionally reinforced Flexicore units and a standard A.C.I. test was conducted on a prestressed double tee unit. Prestressing with stress relieved strand was emphasized throughout the tests on both the Flexicore and the Double Tee sections. The erection department demonstrated their new diamond core drilling equipment by cutting 5" round holes in a 4" thickness of 6,000 PSI reinforced concrete in less than a minute.

At the conclusion of the program the guests were served cocktails and dinner. Among those in attendance were George Gardner, Daniel L. Treacy, James B. Morison, Lyndon Welch, Alton G. Balta, Robert W. Yokom, George Craven, Robert G. Carrigan Jr., Charles W. Lane, Keith F. Weiland, Stanley R. Bragg, Eugene W. Milton, Herbert L. Hawthorne, Clark R. Ackley, Clarence E. Noetzel, Allan Agree, G. Frances Ralls, Desmond P. Hamill, Victor Basso, and Russell Lee.

Bulletin Board

AESOP, about 2600 years ago, wrote:

A miller and his son were driving their ass to the fair. On the way they met a troop of girls. "Look there," cried one of them, "did you ever see such fools to be trudging along on foot when they might be riding?" The old man, hearing this, quietly made his son get on the ass.

Presently they came to a group of old men in earnest debate. "There," said one of them, "it proves what I am saying. What respect is shown to old age in these days. Do you see that idle young rogue riding while his father has to walk? . . . Get down you scapegoat, and let the old man rest his weary limbs." Upon this, the father made his son dismount and got up himself.

In this manner they had not proceeded far when they met a company of women and children. "Why, you lazy old fellow," cried several tongues at once. "How can you ride upon the beast while that poor little lad can hardly keep pace beside you?" The good-natured miller immediately took his son up with him. They had now almost reached the town. "Pray, honest friend," said a townaman, "Is that ass your own?" "Yes," said the old man. "Oh, one would not have thought so the way you load him. Why, you two fellows are more able to carry the beast than he you."

"Anything to please you," said the old man. So, alighting with his son they tied the ass's legs together and by the help of a pole endeavored to carry him on their shoulders over the bridge. The people ran out in crowds to laugh at the sight, until the ass, not liking the noise or the situation, kicked asunder the cords and, tumbling off the pole, fell into the river and was drowned.

Upon this, the old man made the best of his way home with his son . . . convinced that, by endeavoring to please everybody, he had succeeded in pleasing nobody . . . and had lost his ass in the bargain.

RICHARD HARRITY, in his entertaining book, **Fun in Europe**, tells about the hat trick that found its way to London. It goes like this:

A man buys a hat, say size seven, and has his initials stamped in it in gold letters. Conspirators rush to the same store and buy the identical type of hat, and have it gold lettered with the same initials—but size seven and a half.

Behind the victim's back the larger hat is substituted for his on the office hat rack. He puts it on and—surprise!—it slips down over his ears. He examines the hat carefully. He sees the initials. It looks exactly like the new hat that fitted him perfectly that same morning. Grimly he stuffs paper inside the sweat band and wears it out to lunch. After lunch the conspirators stuff the sweat band of the original hat and sneak it back on the rack. At quitting time, when the victim puts on his hat it sits foolishly on top of his head. In a rage he rushes to the hat store. Of course the salesman removes the stuffing from the sweat band and the hat fits perfectly. By now the victim is fit to be tied.

The switching can go on for days, until the victim either gives up wearing hats or is carried away by a man in a white coat.

FRANK LLOYD WRIGHT had finished the Johnson Wax building in Racine, Wis. He and Mr. H. F. Johnson, company president, stood across the street looking at their work. "Where are we going to put the sign, Mr. Wright?" asked Mr. Johnson.

"What sign?"

"Why, the Johnson Wax sign," was his answer.

"There is not going to be any sign," said Wright, with finality.

"No sign? How are people going to know what building it is?"

"You don't see any sign on the Washington Monument, do you?" snorted Wright.

HIGHWAY SIGN IN NEBRASKA: "Main highway open for traffic while detour is being repaired."

A MAN NEEDS A WOMAN to take care of him so that she can make him strong enough for her to lean on.

PUPIL: "Please teacher, may we sing, 'My Country is a Flea.'"

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2282 EAST FOREST AT CHENE DETROIT 7, MICH. TEMPLE 2-4900

about and wheels food Service Equipment Makers

Some amateur observations on wheels. For a man who's completely unknown, there has been a lot written about the inventor of the wheel. But have you ever seen any reference or speculation as to what use he actually made of it? Probably it was put to work on some form of barrow. Maybe the inventor went into equipment manufacturing—became the first business owner or manager. And never had to differentiate between profits *before* taxes or *after* taxes like you and we do.

If he did create a business he had a product so fundamental that the firm could very well still be in existence, *provided management kept it, the wheel, up to date.*

A wheel is a wheel is a wheel. A wheel goes round and round and that's all it does do. Its basic function has never changed. Still, there is a difference between a wheel in a wristwatch and one of those gigantic wheels on an earthmover. There is a shape, size and design for either wheel which makes it most efficient (profitable).

Best way to be a Big Wheel. A wheel designer or manufacturer, in order to stay in business, has to be constantly alert to new uses for wheels; has to anticipate; even be ready with new versions as or before demand arises. That's the best way to be a Big Wheel, and a lasting one, in the wheel business.

And that's the last amateurish observation we'll make about wheels.

Some not-so-amateurish observations. Along about the same time, give or take a few centuries, that our progressive if anonymous friend invented the you-know-what, another sharp individual invented cookery, having accidentally dropped a suckling pig—so one source has it—into the family fire.

Food service has had, like the you-know-what, a single purpose ever since: to make foods more edible, palatable, digestible. In a word, to make eating more fun.

Sauce for the goose. Yes, the food service equipment maker, like the you-know-what maker, manufactures single-purpose equipment. But to stay in business, the food service equipment maker also has to rise to new demands; be willing to change the design or operating principle of his line. He's constantly working toward the one most efficient (profitable) shape, design, size.

That is the way he stays in the business of supplying you with what you need to stay in business.

Sauce for the gander. Within the past year, three manufacturers of food service equipment of an open-flame type have added lines of electrical cooking equipment. A fourth, who previously made both types, now makes electric exclusively. All four are old-line companies intent on becoming older by staying up with or ahead of the times. We won't mention names here but we'll quote them to you at the drop of an inquiry.

Why their switch to electric cooking equipment? The presidents of these four firms can never hope to make the front cover of TIME simply by sending down a memo about a new manufacturing policy. But they are anticipating your need to do everything possible to cut costs so that you can stay in business and earn a reasonable profit while you're doing so.

Incidentally, you can now get electric cooking equipment mounted on wheels. Wheel it out for more thorough cleaning—greater sanitation and cleanliness, you know.

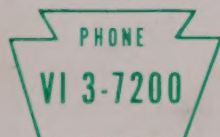
There must be something in electric equipment which gives it an advantage in that respect. There is. And we will be glad to talk it over with you any time you say. Phone us, won't you?

DETROIT EDISON

SETTING THE PACE IN DETROIT ARCHITECTURE . . .

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Slag has been a preferred aggregate for concrete for many, many years. Here's why! Slag aggregate is 99% free of deleterious materials; Slag aggregate and cement are very similar chemically—they have a "liking" for each other, thus helping to develop higher strengths; Slag particles crush into rough, cubical shapes that provide the excellent bond that any good aggregate must have with mortar; Slag concrete has no equal for fireproofing encased girders and beams having been born in the extreme temperatures developed in the blast furnace; Slag concrete will weigh approximately ten pounds less per cubic foot than natural aggregate concrete. You too can obtain the best possible results in concrete through the use of Blast Furnace Slag. SPECIFY AND INSIST ON SLAG. IT COSTS NO MORE.



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